

*2006 Mexico Trade & Tourism Mission*  
*Mexico City*  
*November 8-10, 2006*

# STATE OF CALIFORNIA

**ARNOLD SCHWARZENEGGER**  
Governor

Department of Alcoholic Beverage Control  
Department of Corporations  
Department of Financial Institutions  
California Highway Patrol  
California Housing Finance Agency  
Department of Housing & Community Development  
Department of Managed Health Care



**SUNNE WRIGHT McPEAK**  
Secretary

Department of Motor Vehicles  
Office of the Patient Advocate  
Department of Real Estate  
Office of Military & Aerospace Support  
Office of Real Estate Appraisers  
Office of Traffic Safety  
Department of Transportation

## BUSINESS, TRANSPORTATION AND HOUSING AGENCY

### California Trade Mission to Mexico, November 9-10, 2006

Governor Schwarzenegger will lead a delegation of California businesses on a Trade Mission to Mexico City and Monterrey, Mexico from November 9 – 10, 2006. *The goal of the Trade Mission is to strengthen ties and increase economic opportunities in Mexico, California's top trading partner.*

Delegates will include members representing California's agriculture, tourism and business communities. First Lady Maria Shriver, members of the California State Cabinet, and the press will also be accompanying the Governor and delegation.

The Mission will be structured to provide delegates with a comprehensive program including meetings with Mexican government officials representing the incoming administration and business executives from a variety of industries.

#### Some of the events scheduled for the Delegation are:

- **Meetings with high-level members of the Mexican government and transition government**
- **Briefing by US Embassy officials on doing business in Mexico**
- **Networking reception highlighting California tourism, agriculture and innovation**
- **Governor's remarks on California/Mexico trade at luncheon hosted by the American Chamber of Commerce in Mexico City**
- **Environmental Technology Trade Show in Monterrey**

The business delegation will depart by charter plane from Sacramento, continuing onto Los Angeles and will arrive in Mexico City on Wednesday, November 8. The plane will return to Los Angeles and Sacramento late in the evening on Friday, November 10.

#### The Trade Mission will:

- **Build California's relationship with Mexico**
- **Highlight our state's unparalleled agricultural products, environmental technologies, high tech and film industries**
- **Encourage tourism to California destinations**
- **Promote business investment in California**

For more details please contact Garrett Ashley, Undersecretary for International Trade at the Business, Transportation and Housing Agency at (916) 324-7510.



**2006 MEXICO TRADE AND TOURISM MISSION**  
**Mexico City**  
**November 8-10, 2006**

---

**Newsletter #1**

**September 25, 2006**

---

Governor Schwarzenegger has announced the new dates for the Mexico Trade and Tourism mission. The mission is scheduled for November 8-10, 2006 to Mexico City. The Governor's office has asked the CTTC to organize the signature event Thursday evening in Mexico City. Currently, the signature event will feature an exclusive IMAX film premier "Adventures in Wild California" which has never been released in the Mexico City market. The evening will also showcase California and the destinations via a "Taste of California" reception featuring the state's agriculture products and wine.

In addition to the Governor's official events, the CTTC will conduct two trade events for key tour operators in Mexico City. The Governor's office is also organizing additional meetings for the Governor's official business delegation including an American Chamber of Commerce event and a function hosted by the Mexican Ministry of Foreign Affairs.

**BUSINESS DELEGATION**

As lead time is short, please indicate your interest on the attached sheet by checking the "committed" section indicating that if selected, you are committed to fully participate on this mission. At this time, those that were previously committed are:

- Claire Bilby, Walt Disney Parks and Resorts
- Mike Gallagher, CityPass, Inc.
- Ann Gallagher, Anaheim/Orange County Visitor & Convention Bureau
- Rusty Gregory, Mammoth Mountain Ski Area
- Marilyn Hannes, SeaWorld San Diego
- Kerri Kapich, San Diego Convention & Visitors Bureau
- Jeri Salazar, Disney Destinations Sales
- Max Villar, LA Inc., The Convention & Visitors Bureau
- Universal Studios
- Jon Handlery, Handlery Hotels

**Please confirm your participation with Sue Coyle (916-319-5422 or [scoyle@cttc1.com](mailto:scoyle@cttc1.com)) by Monday, October 9, 2006.**

More details will be forthcoming, but it is important to obtain commitments and delegate details at this time in order to receive final clearance from the Governor's office on all trip delegates. As in past missions, we will do our best to have prospective tourism members part of the business delegation and therefore it is important that those interested in participating are individuals at a senior level such as CEO/President and/or Senior Vice President in limited cases.

### **REGISTRATION FEE**

The tourism delegate fee for this mission is **\$3,500 for primary delegates and \$1,750 for secondary delegates**. The mission is limited to a maximum of 15 tourism delegates and it is expected that there will be approximately 60 business delegates in total, representing various industry segments, similar to past missions. For this trip, the CTTC will not be providing airline tickets to/from Mexico due to the short distance and multiple carriers from the state that service this market. **The deadline to receive payment for registration is Friday, October 27, 2006. Invoices will be e-mailed separately.**

### **HOTEL ARRANGEMENTS**

The Governor's office has obtained a hotel room block for the business delegation. The block is reserved at the Four Seasons Hotel in Mexico City. The rate is \$195 a night.

Four Seasons Hotel  
Paseo de la Reforma #500, Colonia Juárez  
México, D.F., Mexico 06600  
Telephone: 011-52-55-5230-1818

**Please fill out the attached Hotel Reservation Form and return to Sue Coyle by October 13, 2006.** Please note that a credit card is required to hold the reservation.

### **CHARTER FLIGHTS**

A charter flight is available through the Governor's office and **highly recommended**. We expect the cost of the roundtrip flight and ground transportation to be \$2,000 per person – a bargain that promotes camaraderie, ease of travel, security, time savings, ease through Customs, no loading and unloading of luggage, no taxis, and more! If you are interested, please fill out the attached **Charter Flight** document and make a check payable to the California State Protocol Foundation and mail your check to **CTTC at P.O. Box 1592, Sacramento, CA 95812, attention Sue Coyle**. We will forward all documents and checks to the Protocol Foundation. **Checks and forms are due by October 27, 2006.**

### **OTHER AIRLINE ARRANGEMENTS**

If you are not using the charter flight, the CTTC is encouraging you to travel on an American carrier to Mexico. You will be responsible for making your own airline reservations.

### **BUSINESS DELEGATION BIOGRAPHICAL DATA SHEET**

The Governor's office has requested that you fill out the attached business delegation biographical data sheet. **Please fill out and return to by October 13, 2006.**

### **SCHEDULE OF EVENTS**

More details regarding the full schedule will follow shortly. California Tourism hosted events will be:

## **Thursday, November 9 – Mexico City**

- 5:00 PM      Tour Operator Event - El Lago Restaurant (approximately 5 minutes from IMAX theatre/Children's Museum)
- 7:30 PM      Signature California IMAX Event/Reception – Children's Museum (Museo del Nino) Appearance by Governor Schwarzenegger

This event will be the premier event of the trip, including a possible exciting sky surfer entrance by Joe Jennings, talent from the film and a thrilling "Golden Gate entrance" by the Governor. He will address the crowd (approximately 600) on the importance of travel and tourism to California and encourage visitation by Mexico travelers. The audience will be made-up of the Governor's business delegation, tourism delegation, food and agriculture entities, key Mexico tour operators, key business leaders, Mexico Ministry foreign officials, and both trade and mainstream press. Prior to viewing the film, a high-end reception featuring California grown products and wine as well as an opportunity to mingle and network with attendees will take place. The film will be viewed in two separate seating's to accommodate the number of attendees and theater seats.

### **DESTINATION PROFILE DIRECTORY**

A "leave behind" will be produced on the delegation's behalf which will consist of your Destination Profile Directory. **Please complete the attached "Destination Profile Directory" form and either fax or e-mail to Sue Coyle at [scovle@cttcl.com](mailto:scovle@cttcl.com) by October 13 or FAX to 916-444-4429.**

### **STORY IDEAS**

Selected media will be invited to attend both the event in Mexico City. We will be compiling story ideas as an opportunity for you to share new information about your travel product with attending media. **Please submit three ready-to-use story ideas to Sue Coyle, at [scovle@cttcl.com](mailto:scovle@cttcl.com) by October 13.** Each story idea should be 100 words or less, and all three story ideas must fit on a regular 8.5" by 11" page. See attached document "Sample Story Ideas" for examples.

**The above-mentioned materials (Destination Profile Directory, and Story Ideas) will be translated into Spanish and for timing purposes you must meet all stated deadlines for inclusion.**

### **PASSPORTS**

A valid passport is required for travel to Mexico. We recommend you photocopy your primary passport page and carry it with you separate from the original. This will expedite replacement procedures if your passport is lost or stolen. A visa is not required for U.S. citizens to enter Mexico. ***Please check your passport for the expiration date. If your passport is within six months of expiration, we recommend you obtain an extension immediately.***

## **EVENT PLANNING AND GENERAL INFORMATION**

California Travel & Tourism Commission







980 9<sup>th</sup> Street, Suite 480  
 Sacramento, CA 95814  
 Tel. 916-444-4429  
 Fax 916-444-0410

<b>Caroline Beteta</b> , lead Governor's Office liaison, lead with IMAX film, and booking of film; <a href="mailto:cbeteta@cttc1.com">cbeteta@cttc1.com</a> (916) 319-5420	<b>Jason Pacheco</b> , lead with media, lead with videographer (Paul Blaise will be attending all tourism events and filming activities), and other details as needed; <a href="mailto:jpacheco@cttc1.com">jpacheco@cttc1.com</a> (916) 447-0981	<b>Glenda Taylor</b> , lead trade events, lead trade invites; <a href="mailto:gtaylor@cttc1.com">gtaylor@cttc1.com</a> (916) 319-5427
<b>Sue Coyle</b> , lead event planner, lead tourism delegation liaison; <a href="mailto:scoyle@cttc1.com">scoyle@cttc1.com</a> (916) 319-5422	<b>Shana Nunez</b> , lead technical for presentations, lead shipping logistics, assist Sue with event details, <a href="mailto:scoonan@cttc1.com">scoonan@cttc1.com</a> (916) 319-5426	


We have also retained **Marco Aguilar** and **Claudia Beauregard** with **Travel Pie LLC**, a worldwide event planning company with offices in Mexico City who has many years of experience executing high-profile events.

## **DEADLINES**

Please note these are firm deadlines and we do not have flexibility because of short-term turnaround time.

- October 9 Confirmation of participation e-mail to Sue Coyle at [scoyle@cttc1.com](mailto:scoyle@cttc1.com) 
- October 13 Hotel Reservation Form to Sue Coyle at [scoyle@cttc1.com](mailto:scoyle@cttc1.com) 
- October 13 Business Delegation Biographical Data Sheet   
to Sue Coyle at [scoyle@cttc1.com](mailto:scoyle@cttc1.com)
- October 13 Story Ideas to Sue Coyle at [scoyle@cttc1.com](mailto:scoyle@cttc1.com) 
- October 13 Destination Profile Directory to Sue Coyle at [scoyle@cttc1.com](mailto:scoyle@cttc1.com) 
- October 27 Charter Flight Form and payment check to Sue Coyle (check payable to )

California State Protocol Foundation)

October 27      Registration fee to Sue Coyle 

## *Familiarization Tours*





**CALIFORNIA ITINERARY**  
for  
**Jean & Brian Carey**  
**Evening Standard's Gourmet Getaway**

**Saturday, September 16**

1:00pm Departure on **ICELANDAIR** Flights #451/671  
London/Reykjavik/San Francisco  
Confirmation Number: ZDKU5M

Don't forget your Passport and any other necessary documentation you might require for traveling. If you have an electronic ticket, you should carry a printed version.

Check out [www.icelandair.com](http://www.icelandair.com) for information on check in timing and procedures.

***Enjoy the Saga Lounges in all three cities!***

7:05pm Arrive in San Francisco...on own.

**Sunday, September 17**

On own – Enjoy the CityPass at your leisure...admission to several museums, the Blue and Gold San Francisco Bay Cruise and other attractions.

**Monday, September 18**

9:00am Pick up rental car at:  
**Hertz (Fisherman's Wharf)**  
**500 Beach Street, Suite 121**  
**San Francisco, CA**  
Confirmation #D34221842F7  
(Must have valid drivers license)

Check in hotel:  
**Vintner's Inn**  
**4350 Barnes Road**  
**Santa Rosa, CA 95403**  
**1.707.575.7350 telephone**  
[www.vintnersinn.com](http://www.vintnersinn.com)

PLEASE SEE "SONOMA" ITINERARY FOR DETAILS

Afternoon **Ferrari Carano Winery**  
**8761 Dry Creek Road**  
**Healdsburg, CA 95448**  
**707.433.6700 telephone**  
[www.ferrari-carano.com](http://www.ferrari-carano.com)

Dinner **John Ash Restaurant at Vintners Inn**

**Tuesday, September 19**

10:00am      **Safari West**  
**3115 Porter Creek Road**  
**Santa Rosa, CA 95404**  
**707.579.2551 telephone**  
**[www.safariwest.com](http://www.safariwest.com)**

Overnight **Vintner's Inn**

**Wednesday, September 20**

10:00am      **Landmark Winery**  
**101 Adobe Canyon Road**  
**Kenwood, CA 95452**  
**707.833.0053 telephone**  
**800.452.6365 toll free telephone**  
**[www.landmarkwine.com](http://www.landmarkwine.com)**

6:00pm      Dinner at the **Inn at the Tides**  
**800 Coast Highway One**  
**Bodega Bay, CA 94923**  
**800.541.7788 telephone**  
**[www.innatthetides.com](http://www.innatthetides.com)**

Overnight **Vintner's Inn**

**Thursday, Friday, Saturday - September 21, 22, 23**

Travel from Sonoma to Santa Barbara on own.  
Consult California Travel Guide for ideas on special things to see and do.

**Sunday, Monday, Tuesday – September 24, 25, 26**

SEE SANTA BARBARA ITINERARY FOR DETAILS

**Wednesday, September 27**

Drop off rental car at Santa Barbara Airport – Hertz

2:00pm      Departure on **US AIRWAYS** Flight #2770, Santa Barbara to Las Vegas  
Confirmation Number: V0KTVV  
3:06pm      Arrival in Las Vegas – on own

**Thursday, September 28**

Las Vegas – on own

**Friday, September 29**

3:53pm      Departure on **US AIRWAYS** Flight #575, Las Vegas to San Francisco  
Confirmation Number: V0KTVV

5:27pm      Arrive San Francisco – on own

**Saturday, September 30**

Departure on **ICELANDAIR**, Flights #670/454  
San Francisco/Reykjavik/London  
Confirmation Number: ZDKU5M

***Enjoy the Saga Lounges in all three cities!***

**WE SINCERELY HOPE YOU ENJOYED YOUR TRAVELS IN CALIFORNIA!!!**



**Fly Away Tours**  
**Welcome to California**  
**October 17-24, 2006**



**Destination:** San Francisco, California  
**Participants:** 10

**Contact**

California Tourism Center Scandinavia & Finland  
Charlotte Lindholm  
Sales & Marketing Manager

[www.visitcalifornia.com](http://www.visitcalifornia.com)  
Email: [chli@atlanticlink.info](mailto:chli@atlanticlink.info)  
Phone: +45 22 27 16 03

**Hosts & Sponsors**

**Mr. Lasse Hjorthen**  
Marketing & Production Manager  
**FlyAway Tours**

[www.flyaway.no](http://www.flyaway.no)  
[lasse@flyaway.no](mailto:lasse@flyaway.no)  
**Phone:** +47 22 00 70 70/  
mobil: +47 906 55 670

**Mr. Tom Grundstad**  
Sales and Marketing Manager Norway  
Continental Airlines

[www.continental.com](http://www.continental.com)  
[Tom.Grundstad@coair.com](mailto:Tom.Grundstad@coair.com)  
**Phone:** +47 24 14 77 28

San Francisco Convention & Visitors Bureau  
Christophe Ley  
Tourism Sales Manager

[www.sfvisitor.org](http://www.sfvisitor.org)  
Email: [cley@sfcvb.com](mailto:cley@sfcvb.com)  
Phone: +1 415-227-2653  
Tourism Division

**DNC Parks & Resorts**  
Gene Hagberg  
Sales Manager

[www.YosemitePark.com](http://www.YosemitePark.com)  
[ghagberg@dncinc.com](mailto:ghagberg@dncinc.com)  
Phone: +1 559 692 8915

**California Travel and Tourism Commission**  
Glenda Taylor  
Travel trade Manager

[www.visitcalifornia.com](http://www.visitcalifornia.com)  
Email: [gtaylor@cttc1.com](mailto:gtaylor@cttc1.com)  
Phone: +1 916 319 5419

**Please remember your businesscards!!**

## ITINERARY

Tuesday, Oct. 17

11:30

Departure from Oslo to Newark on CO39 – arrival 01:55 local time

15:35

Departure from Newark to San Francisco on CO41

18:57

Arrival at the **San Francisco International Airport**

Check-in to your host hotel/site inspection:

**Handlery Union Square Hotel**  
351 Geary St. - San Francisco, CA 94102  
Contact: Sharon London  
Tel: 415-781-7800  
Email: [slondon@handlery.com](mailto:slondon@handlery.com)

*Located in the heart of San Francisco, the Handlery Union Square Hotel provides the ambience of a European boutique hotel with the high-level of comfort and convenience that you've come to expect from San Francisco lodging. And with so many things to do in San Francisco, it's a place you'll want to return to often – at prices that make it easy!*



**THE HANDLERY**



**UNION SQUARE**

**NOTE:** Please make sure to pick up the "*Welcome Package*" from the *San Francisco CVB* at time of check-in

Evening

Dinner on your own



Wednesday, Oct 18

08.00 Breakfast at Hotel Monaco  
08.30 Sight inspection at Monaco  
09.30 Cable car to Argonaut

10.00 Sight inspection at Argonaut  
11.00 Sightseeing on your own

Lunch at Chris at Pier 39

Afternoon

City Tour provided by Travel SF  
Departure at Fisherman's Wharf (165 Jefferson)  
**Travel SF Hop On – Hop off**  
165 Jefferson Street #C  
San Francisco CA. 94133  
Contact: Christian Watts  
Tel: +415-447-8442 Fax: 415-447-8570  
Email: Christian@travelsf.com Web: [www.travelsf.com](http://www.travelsf.com)



*The fully narrated tour lasts around 90 minutes if you stay on the bus for the full loop. All of our double-deckers are open tops, providing the very best views of San Francisco. Buses run every 30-60 minutes. Your ticket is valid for unlimited use for 24 hours from the time you start. The tour covers all central San Francisco.*

***\*Please use tickets provided in the "Welcome Packet"***

Afternoon

Enjoy the afternoon on **Bay Cruise** compliments of **Red and White Fleet**  
Go to pier 43 ½ to Board Bay Cruise  
Contact: Esther De Frutos | tel: 415-901-5247 | [edefrutos@redandwhite.com](mailto:edefrutos@redandwhite.com)  
Audio headsets are available in 8 different languages. Please use ticket provided in *Welcome Packet*. Cruise length: 1 hour.

Rest of the day on your own to explore the city

Dinner

Dinner in China Town



Thursday, Oct. 19

Morning

7.30

Check out from Handlery Union Square Hotel  
Breakfast and site inspection at

**The Argent Hotel**

50 Third Street

San Francisco, CA 94103

Phn: +1 415 974 6400

[www.argenthotel.com](http://www.argenthotel.com)

*If you're looking for the right place in San Francisco to revel in the excitement of The City, The Argent Hotel is the perfect choice.*

*Located in the heart of the City, The Argent stands 36 floors tall with 667 luxurious guestrooms, overlooking the beautiful San Francisco City skyline.*

*It is the blending of the design, art and craft that makes the interior of The Argent Hotel unique. When entering The Argent, the marble foyer leads you to the hotel's elegant lobby. Rich woodwork, gold leaf domes, and an amazing art collection can be found throughout the hotel. The Argent's own artwork includes more than 30 pieces of original art, including images and sculpture from well-known artists like David Hockney, and Roy Lichtenstein.*



8.30

**Departure SFO for Napa**

**Drive to Napa for Valley Wine Tour.**

10:00

at Domaine Carneros-Taittinger, 1240 Duhig Road, Napa,

[www.domaine.com](http://www.domaine.com).

Directions: **From San Francisco:** Take hwy 101 north across the Golden Gate Bridge. Exit hwy 37 east exit in Novato. At the second stop light turn left onto hwy 121. Highway 121 will become 12\121 as it veers toward Napa. Follow to Duhig Road.

We will do some wine tasting and then drive through the Napa Valley, have lunch and send them on their way to Yosemite at 2:00pm.

14.00

**Depart Napa Valley for Yosemite National Park**

18:30

**Dinner at Tenaya Lodge and Property Tour**

1122 Highway 41, Fish Camp, CA 93623

Phone: +1 559-683-6555

Visit our digital brochure: <http://www.nxtbook.com/nxtbooks/questex/tenayalodge>



*Tenaya Lodge at Yosemite is a classic mountain resort set two miles from Yosemite National Park's southern gate, surrounded by noble evergreen forest and a rich range of Sierra recreation. The Tenaya experience is classic, yet perfectly modern, with such contemporary amenities as wireless Internet, spa services, fine dining, and gracious guest service.*



20:30

### Check in at Wawona Hotel

#### Overnight at Wawona Hotel.

*Wawona® Hotel, a National Historic Landmark, rests upon verdant meadows and beside rushing streams. The tranquility of this Victorian-style lodge in Yosemite makes it a favorite of those who prefer a relaxed environment and the gracious charm of a bygone era. Wawona Hotel is located four miles from the Park's south entrance, cradled between the majestic Mariposa Grove of Giant Sequoias and the bustling activity of Yosemite Valley.*



### Friday, Oct. 20

07:00

Continental **Breakfast** buffet in the Sun Room at Wawona Hotel.

08:00

Property tour of Wawona.

08:30

Departure to Mariposa Grove

09:00

Tram Tour of Mariposa Grove

10:15

Departure for Yosemite Valley. Stop at Wawona tunnel view and Bridalveil Falls.

12:00

#### Lunch at The Ahwahnee Hotel

*As a National Historic Landmark and one of the most distinctive resort hotels in North America, The Ahwahnee is well known for its great granite façade, striking beamed ceilings, massive stone hearths, richly-colored Native American artwork and finely appointed rooms. Featuring 123 rooms, comprised of 99 hotel rooms, parlors and suites and 24 cottages, this Yosemite National Park lodging masterpiece offers a perfect balance of history, hospitality and elegance.*



I

13:15

Property Tour of Ahwahnee with Roger Young

14:00

#### Coffee and Dessert Station at Yosemite Lodge, on the Patio of the Mountain Room.

*As the closest property to Yosemite Falls, Yosemite Lodge at the Falls is an idyllic spot for families, group retreats and visitors seeking the comforts of a hotel after an exciting day exploring the wilderness. In 1998, the main complex was redesigned with an emphasis on glass and wood detailing to blend harmoniously with its surroundings. Landscaping of indigenous trees, shrubs and wildflowers further reflect the natural beauty of Yosemite Valley.*



14:30

Property inspection of Yosemite Lodge with Bridget Rabon.

15:00

Departure from Yosemite to Cambria, 4 ½ hr drive (Try to depart Yosemite at 14.00!!)

19.00

Arrival Cambria, check in at host hotel  
**Pelican Cove Inn in Cambria,**  
6316 Moonstone Beach Drive, Cambria, CA 93428, USA.  
Phone: +1-805-927-1500  
Confirmation #196745

#### Evening on your own

Cambria is a romantic getaway, relaxing, rejuvenating  
– Renewing to your spirit.  
[www.cambriachamber.org](http://www.cambriachamber.org)



#### Saturday, Oct. 21

08.30 – 9.00

Breakfast and site inspection at host hotel in Cambria  
Meet the rep from Pelican Cove

Go discover Cambria, “The Gathering of Gardeners”, spend time in Cambria Village,  
very cute artsy little town

Lunch  
13.00

On your own  
Depart for Los Angeles, about 4 hrs drive

**Overnight in LA pending Flyaway**

#### Sunday, Oct. 22

**Los Angeles – program pending FlyAway**  
Universal Studio, tickets provided by  
LA Inc. - The Los Angeles Convention & Visitors Bureau  
[www.seemyla.com](http://www.seemyla.com)

**Overnight in LA pending Flyaway**

#### Monday, Oct. 23

10:20  
20:15

Departure from Los Angeles to Newark on CO16 – arrival 6:43pm local time  
Departure from Newark to Oslo on CO38



Tuesday, Oct .24

09:50

Arrival in Oslo

GOODBYE AND COME SEE US AGAIN



**CALIFORNIA ITINERARY**  
for  
Ms. Gao Lan +1

**Sunday, September 3**

8:47am Arrive at San Francisco Airport

Clear customs and immigration and transfer to hotel.

**Best Western Tuscan Inn (9/3-4)**  
**425 Northpoint Street**  
**San Francisco, CA 94133**  
**1.415.561.1100 telephone**  
**Confirmation Number: 11165**

6:30pm Boarding for Dinner Dance Cruise  
**Hornblower Cruises**  
**Pier 33**  
**1.800.668.4322 ext 8**  
**Confirmation Number F42444-1**

A packet of information will be at your hotel that will include your City Pass tickets. Enjoy San Francisco on your own.

**Monday, September 4**

*On own to enjoy the sights and sounds of San Francisco.*

***Overnight Tuscan Inn, San Francisco***

**Tuesday, Wednesday, Thursday, Friday, September 5-8**

**On own**

**Saturday, September 9**

Arrive in Los Angeles, check in hotel:  
**Wilshire Grand Hotel (9/9-10)**  
**930 Wilshire Boulevard**  
**Los Angeles, CA 90017**  
**213.688.7777 telephone**  
**Confirmation Number: 441098**

**Sunday, September 10**

**Overnight Wilshire Grand Hotel**

**Monday, September 11**

Disney's Paradise Pier Hotel (9/11-12-13)  
1717 South Disneyland Drive  
Anaheim, CA 92802  
714.999.0990 telephone  
Confirmation # 5QP4G

2-Day Park Hopper passes will be at the Front Desk for you. This entitles you to enter Disneyland Park and California Adventure for two days in succession.

**Tuesday, September 12**

Overnight Disney's Paradise Pier Hotel

**Wednesday, September 13**

Overnight Disney's Paradise Pier Hotel

**Thursday, September 14**

Check in hotel:  
The Dana on Mission Bay (9/14-9/15)  
Dana Irby, Director of Sales  
1710 West Mission Bay Drive  
San Diego, CA 92109-7899  
619.222.6440

**Friday, September 15**

Tickets to:  
SeaWorld California  
Confirmation Number: 758F14D-CR  
Guests should proceed to the Travel Vouchers and Will Call window with ID and the confirmation number.

Overnight The Dana on Mission Bay

**Saturday, September 16**

Return home

***We sincerely hoped you enjoyed your California vacation!***

*World Travel Market*  
*London, November 2006*



## **2006 WORLD TRAVEL MARKET**

**ExCeL Centre  
London Docklands, England  
November 5-9, 2006**

---

**NEWSLETTER #1**

**September 2006**

---

Thank you for registering to participate with the California delegation at the 2006 World Travel Market (WTM) in London. WTM is the world's largest English-speaking travel trade exhibition and is recognized as the primary opportunity to reach the U.K. buyer, as well as other European buyers.

Black Diamond, the California Travel and Tourism Commission's travel trade representation and public relations firm in the U.K., will provide planning services for this program under the guidance of Jennifer Jasper, Deputy Director, Communications. Included in their services will be all elements in relation to onsite facilitation of California's presence at the exhibition, the annual tour operator and media event, brochure shipping guidelines and hotel accommodations per the prearranged room block. The Black Diamond team is comprised of Guy Chambers, Nick Vine, John Martin, Russell Palmer, Andy Price and Carole Stanton (see contact page for titles).

**NOTE: ALL TRADE SHOW PARTICIPATING COMPANIES HAVE BEEN ADDED TO THE WTM EXHIBITION.** Please verify the accuracy of your company details by going to [www.wtmlondon.com](http://www.wtmlondon.com) and click on Exhibitor Zone. Beyond this initial stage, you are responsible for ensuring that your company details and any further information is properly posted on the site. You can include additional information such as a 50-word description, product and sector categories as well as add press releases.

**You should have each received your own username and password directly from Reed Exhibitions to access the site. However, if you have any problems, you may use the CTTC access code which is Username: Californ and Password: 23P9UCY.**

### **REGISTRATION FEE**

Your registration fee for World Travel Market and/or the Tour Operator/Media Event includes:

- One working station on the perimeter of California's WTM stand
- Delegate briefing including a U.K. market overview on Saturday, November 4
- Participation in the exclusive California Tour Operator/Media film premiere luncheon on Sunday, November 5
- Shipping of collateral materials from Sacramento to the Film Event and WTM
- All coordination of the event, trade show and trip logistics

## **WTM EXHIBITION**

World Travel Market will be held Monday through Thursday, November 6-9, at ExCeL, Docklands. The California stand is 64 square meters and is located in the North America section, Stand NA4250. Each participating company will be assigned an individual work station along the stand perimeter. We have worked diligently with Reed Exhibitions to ensure a better placement of the California stand this year.

World Travel Market is not an appointment-based exhibition. However, you will benefit by making appointments directly with your business partners in the U.K. or ask assistance from the California Tourism Office (Black Diamond). They will promote your attendance to key travel industry participants and encourage them to make appointments with you. However, if you have existing contacts in the U.K. or European Union, you should contact them as well regarding your participation and availability for meetings. If you do make appointments directly, please advise the California Tourism Office-U.K. to avoid duplicate bookings. Table space on the interior of the stand will be available for conducting individual business meetings.

A California wine reception will be held on the stand, as requested by the majority of exhibitors last year. Details are still being developed and more information will be provided later.

## **TOUR OPERATOR/MEDIA FILM EVENT**

**Fax form to Carole by September 15**

California will continue its tradition of hosting a Tour Operator and Media Film Premiere Event the Sunday afternoon prior to the opening of WTM. As this event is now a separate registration from the trade show component, you must have pre-registered with the CTTC to be able to attend this event. This function is very popular with the U.K. travel trade attracting approximately 125 trade representatives including key wholesalers, incentive representatives, retail, media and airline personnel. The event gives California delegates the opportunity to network with top travel trade and media prior to the opening of WTM.

We will be returning this year to the Vue Cinema complex in Leicester Square. The networking atmosphere last year enabled delegates to interact more with guests. Cocktails and California wine will be offered and substantial portions of various cuisine will be served at food stations set up throughout the room. A wide array of seating options will allow for you to move about and mingle with all of the guests. Please be at the Vue Cinemas no later than 11:00 am for any last minute details and ready to greet our guests at 11:30 am.

The format is as follows, however, times may be adjusted at a later date depending on the length of the film:

11:30am-1:00pm	Welcome reception and lunch
1:15pm	Move to the theatre for opening remarks and introductions
1:30pm	Film
3:30pm-4:30pm	Back to the event room for dessert and program closing

Previously we have given each client a California laminated bag containing your collateral materials, the delegate directory and a premium gift item at the program closing. However, we have experienced in recent years that the guests are reluctant to carry these bags and question whether they ever get to their offices for use as intended. This year we are researching the

possibility of sending your collateral materials to their offices prior to the event. We will give you more information and an update in the next newsletter.

We recommend that you send 125 brochures for the tour operator/media film event (see shipping instructions). **Only one brochure/printed matter from each company will be distributed to guests as part of this process.**

The invitation list for the function this year is in development and will be finalized by Black Diamond with the input of your **Event Invitation Form**. The invitation list will include top producers from the U.K market and key media. Please fill out the form including those operators and/or media you wish to be invited to the event.

### **PRIZES**

#### **Fax form to Carole by October 6**

Premium merchandise prizes (**preferred minimum retail value of \$35**) will be given out to the tour operators and media during the film premiere event. This component has been one of the highlights of the day and creates enthusiastic participation by our guests. If you have any questions regarding gifts, please call Glenda at 916-319-5419 or contact via e-mail at [gtaylor@cttc1.com](mailto:gtaylor@cttc1.com). To contribute a premium prize (one per company) for the function, please fill out the attached Prize Form and fax to Carole by October 6.

All merchandise prizes should be sent in brochure shipments marked for Event or hand-carried by each delegate to London and brought to the briefing on Saturday evening.

### **DELEGATE DIRECTORY**

#### **Send One-Page Profile Sheet to Glenda by September 29**

A delegate directory of all California travel industry participants will be produced for distribution to the guests of the Tour Operator/Media event. A separate directory will be produced for the WTM exhibition. This year you will have an opportunity to provide your own one-page (single-sided) profile form. Your profile form must not be larger than standard 8 ½ x 11. Please use your creativity as this is your opportunity to showcase the information that you want operators to know about. You may include photos on your profile form, however keep in mind that the finished product will only be in black and white. They will be copied, collated and bound into a delegate directory for all attendees. As we will be producing separate delegate directories for both the event and the trade show, regardless of what program element you are registered for, please submit your profile form for inclusion. Please send to Glenda Taylor by September 29.

### **PRESS/MEDIA - WTM**

A press room is available during the exhibition, and we recommend you ship 50 media kits for distribution during the show. Please indicate on the shipping label(s) in the lower left hand corner - PRESS CENTRE. Media kits will be delivered to the California stand with all of your materials, so marking the box in this way will help to distinguish your press kits easily. Each delegate is responsible for transporting his or her own media kits from the stand to the press room during the course of the trade show.

As a rule, the U.K. press are reluctant to carry heavy press kits with dozens of releases – it is recommended you only include the minimum of information (visitor guide, maps, latest news and a maximum of five additional releases of no more than 2 pages per release) and follow-up after the exhibition with anything more detailed. CD-Rom press kits are proving to be a welcome alternative if you have them, although they are not essential, and high-resolution images (slides or electronic) are always in demand.

## **WTM/EVENT PROGRAM BRIEFING**

The official briefing for the program will take place on Saturday, November 4, at the Radisson Mountbatten Hotel from 5:30 pm-7:00 pm. The following details will be reviewed at the briefing:

- Tour operator/media VIP movie premiere event
- WTM exhibition/California stand
- Overview of U.K. Market
- Distribution of delegate badges

## **PASSPORTS**

A valid passport is required for travel to the U.K. We recommend you photocopy your primary passport page and carry it with you separate from the original. This will expedite replacement procedures if your passport is lost or stolen. A visa is not required for United States citizens to enter the U.K.

*Please check your passport for the expiration date. If your passport is within six months of expiration, we recommend you obtain an extension immediately.*

## **AIRLINE ARRANGEMENTS**

An airline ticket is not included in your registration fee. There are some really good fares to London on the internet. We suggest that you contact your airline of choice for restrictions on carry-on items and arrival time at the airport for check-in procedures.

## **ACCOMMODATIONS**

**Fax form to Carole by September 15**

Accommodations are not included in your registration fee. However, for your convenience, a favorable room block has been secured at the Radisson Mountbatten Hotel. The rate is £159, single, including an English Breakfast but excluding VAT.

We feel this is a great alternative to the Radisson Mayfair that was utilized last year. CTTC staff stayed at the Radisson Mayfair in July and renovations were still in progress, the noise level was high, the fire alarms were still going off, and rates were greatly increased.

The Radisson Mountbatten Hotel is located in Covent Garden and has a superb location for nightlife, theatres, bars, restaurants, etc. It's only a 3-4 minute walk from the California office at Black Diamond and a 5-minute walk to the Sunday event.

The location and contact information is:

***Radisson Mountbatten Hotel  
Covent Garden  
20 Monmouth Street  
London, WC2H 9HD  
Telephone: 44 (0)20 7836 4300***



### **SHIPPING INSTRUCTIONS**

**Shipment due in Burlingame by October 6**

Your registration fee includes shipping of materials from Sacramento to the Event and the WTM exhibition site.\* The cost of forwarding your materials to Sacramento is not included in the fee.  
**Do not send your materials to the California Travel and Tourism Commission office.**

You should plan on sending approximately 500–1,000 brochures and 50 media kits or special press releases for WTM. A total of **125 brochures only** should be shipped for the Tour Operator/Media Event.

In order to ensure accurate delivery of your materials to each venue, it is imperative that you follow these procedures. Materials for the two events –the Tour Operator Film Event and WTM – MUST be boxed separately.

**Please make sure that boxes are clearly marked as follows:**

- **WTM-4144CAL**
- **EVENT-4149CAL**
- 

**Please send each box with the proper codes to:**

**VISTAPOST LLC  
371 Beach Road  
Burlingame, CA 94010**

**Tel: 650-348-3200 x114 (attn: Shawnell)**

**Fax: 650-348-3399**

**e-mail: shawnell@vistapost.com**

### **SAMPLE SHIPPING LABEL:**

Your return address	
<b>VISTAPOST LLC 371 Beach Road Burlingame, CA 94010</b>	
Either: <b>WTM-4144CAL EVENT-4149CAL</b>	

<b>DO NOT SEND MATERIALS TO CALIFORNIA TOURISM OFFICE</b>
---

### **WEIGHT RESTRICTIONS**

**Note: to ensure your materials arrive intact, please request that all boxes have corners, sides, top and bottom reinforced with tape and do not exceed 40 lbs. per box. Too often boxes are shipped with factory taping and arrive at the domestic departure point broken open. \*Maximum weight allowable per company attending both events is 300 lbs. Companies sending more than 300 lbs. will be assessed additional shipping fees.**

**DEADLINE FOR YOUR SHIPMENT TO ARRIVE AT VISTAPOST IS OCTOBER 6**

Prepare the brochure shipment form and fax to Glenda at 916-444-0410 before your shipment departs your office. Keep a copy for your records.

## PROGRAM CONTACTS

### California Travel and Tourism Commission

980 - 9<sup>th</sup> Street, Suite 480, Sacramento, CA 95814

Fax: 916-444-0410

Caroline Beteta, Executive Director – 916-444-4429; [cbeteta@cttc1.com](mailto:cbeteta@cttc1.com)

Jennifer Jasper, Deputy Director, Communications - 916-447-0981; [jjasper@cttc1.com](mailto:jjasper@cttc1.com)

Glenda Taylor, Manager, Travel Trade Development – 916-319-5419; [gtaylor@cttc1.com](mailto:gtaylor@cttc1.com)

### California Tourism-UK & Ireland

#### Black Diamond

Bedford Chambers

The Piazza

Covent Garden

London WC2E 8HA

Tel: 44 (0)20.7257.6180

Fax: 44 (0)20.7240.3589

Carole Stanton, Travel Trade Executive, [carole.stanton@californiatourism.co.uk](mailto:carole.stanton@californiatourism.co.uk)

Andy Price, Trade Account Manager, [andy.price@californiatourism.co.uk](mailto:andy.price@californiatourism.co.uk)

Nick Vine, Non-executive Director, [nick.vine@californiatourism.co.uk](mailto:nick.vine@californiatourism.co.uk)

John Martin, Non-executive Director, [john.martin@californiatourism.co.uk](mailto:john.martin@californiatourism.co.uk)

Russell Palmer, PR Account Manager, [Russell.palmer@californiatourism.co.uk](mailto:Russell.palmer@californiatourism.co.uk)

Guy Chambers, Managing Director, [Guy.Chambers@californiatourism.co.uk](mailto:Guy.Chambers@californiatourism.co.uk)

## IMPORTANT REMINDER

*World Travel Market is the world's largest English-speaking travel trade exhibition and is recognized as the most important show to reach the U.K. buyer.*

*In the past years a substantial number of companies have not attended the final day of the show, resulting in a negative impact to the companies that were present and the State. Those remaining at the booth believed they lost valuable business opportunities because the stand appeared closed and thus unapproachable.*

*It is imperative that California be represented as a premier destination. Therefore, as with other major trade show organizers and states, we **must require** that you provide full coverage at your designated booth space for the entire duration that the show is open, Monday through Thursday, November 6-9. If you must leave your space for more than two hours, provisions to have a qualified person represent your company must be made. This will ensure courtesy to your fellow tourism industry partners and a positive impact in the U.K. market for the entire delegation and State of California.*

*\*A qualified person would be another delegate from within your official California tourism region or contracted representative that can provide all pertinent information on your product, such as pricing, availability, etc.*



**California Tourism  
World Travel Market  
November 5-9, 2006**

**DEADLINES**

- SEPT. 15            Event Invitation Form**  
Fax to Carole at 44 (0)20 7240 3589 or email to  
Carole.stanton@californiatourism.co.uk
- SEPT. 15            Accommodations Request Form**  
Fax to Carole at 44 (0)20 7240 3589 or email to  
Carole.stanton@californiatourism.co.uk
- SEPT. 29            Delegate Directory – Profile Sheet. Send to:**  
Glenda Taylor  
CTTC  
980 9<sup>th</sup> Street, Suite 480  
Sacramento, CA 95814 or email [gtaylor@cttc1.com](mailto:gtaylor@cttc1.com)
- OCT. 6              Prize Form**  
Fax to Carole at 44 (0)20 7240 3589 or email to  
Carole.stanton@californiatourism.co.uk
- OCT. 6              Shipment Due at VistaPost. Send to:**  
VistaPost LLC  
371 Beach Road  
Burlingame, CA 94010  
650-348-3200 ext. 114

**EVENT INVITATION FORM**  
**NOVEMBER 4, 2006**

Company Name: \_\_\_\_\_

Attendee: \_\_\_\_\_

**Please list all tour operators/incentive companies you are currently working/contracted with**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please list any specific companies AND individuals you would like invited to the Event**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please Fax this form to Carole at 44 (0)20 7240 3589 by September 15**

**California Tourism  
World Travel Market  
November 5-9, 2006**

**EVENT PRIZE FORM**

**Premium merchandise prizes** will be given out to the tour operators and media during the luncheon at the Tour Operator/Media Event. (Retail value minimum \$35) If you have any questions regarding gifts, please call Glenda at 916-319-5419.

To contribute a premium prize (one per company) for the function, please fill out this Prize Form:

Company Name: \_\_\_\_\_

Delegate Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**PRIZES:**

\_\_\_\_\_ YES, I will provide the following merchandise prizes to give away at the  
**Tour Operator / Media Film Premier Event**



Description of PREMIUM Merchandise Prizes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**REMINDER:** Merchandise prizes should be sent ahead in Event shipment OR hand-carried to London and given to Carole at the program briefing. Do NOT put merchandise in shipment to WTM.

**Please Fax this form to Carole at 44 (0)20 7240 3589 by October 6**

**California Tourism  
World Travel Market  
November 5-9, 2006**

**ACCOMMODATIONS REQUEST FORM**  
(ONE FORM PER DELEGATE)

Company Name: \_\_\_\_\_

Delegate Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Radisson Mountbatten Hotel**

Covent Garden  
20 Monmouth Street  
London, WC2H 9HD  
Telephone: 44 (0)20 7836 4300

£159 per night, including breakfast and excluding tax

\_\_\_\_\_ Please make hotel reservations for me at the **Radisson Mountbatten Hotel** for the following dates:

Arrival \_\_\_\_\_

Departure \_\_\_\_\_

Credit Card Details to guarantee the reservation:

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

---

\_\_\_\_\_ **I AM MAKING MY OWN HOTEL ARRANGEMENTS**

**Please Fax this form to Carole at 44 (0)20 7240 3589 by September 15**

**California Tourism  
World Travel Market  
November 5-9, 2006**

***BROCHURE SHIPMENT FORM***

Company Name: \_\_\_\_\_

Delegate Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

How are materials being shipped – name of company and when expected to arrive? \_\_\_\_\_

# of parcels	Contents	Origin	Quantity	Weight	Value/piece
(i.e. 1 box	printed matter	USA	300	39 lbs	.05)
(i.e. 1 box	giveaways	USA	25	17 lbs	1.00)

**VIP FILM EVENT, NOVEMBER 13**

# of parcels	Contents	Origin	Quantity	Weight	Value/piece
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**WTM EXHIBITION, NOVEMBER 14-17**

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**Total # Boxes:** \_\_\_\_\_ **Total Weight:** \_\_\_\_\_ **Total Value:** \_\_\_\_\_

**Please FAX this form to Glenda at 916-444-0410 WHEN SHIPMENT IS SENT. It must be received before your materials arrive at the Burlingame facility.**



**California Tourism  
World Travel Market  
November 5-9, 2006**

**Saturday, November 4**

5:30pm-7:00pm

California WTM Briefing  
**Radisson Mountbatten Hotel**  
20 Monmouth Street  
London, WC2H 9HD  
44 20 ---- ----

**Sunday, November 5 - Film Premiere**

10:30am-11:30am

Event set-up

11:30am-4:30pm

California Tour Operator/Media Film Premiere Event

***Vue Cinemas***

***3 Cranbourn Street***

***Leicester Square***

**Monday, November 6 - WTM**

9:30am-6:00pm

WTM Exhibition Open – Meridian Day

**Tuesday, November 7 - WTM**

9:30am-6:00pm

WTM Exhibition Open – Meridian Day

**Wednesday, November 8 - WTM**

9:30am-6:00pm

WTM Exhibition Open

**Thursday, November 9 - WTM**

9:30am-6:00pm

WTM Exhibition Open

**Friday, November 10**

Departure Day

# World Travel Market 2006

## California Delegation

Fname	Lname	Title	Company
Don	Meldrum	Vice-President	AmericaBound Tours, Inc.
Pepe	Avila	Manager, Tourism Development	Anaheim/Orange County Visitor & Convention Bureau
Millie	Matz	Director of Sales and Marketing	Best Western Hotels of California/HI/NV
Kevin	Sharp	Worldwide Sales Manager Europe	Best Western Hotels of California/HI/NV
Michelle	Peden	UK Representative	Beverly Hills Conference and Visitors Bureau
Robin	Petgrave	President	Celebrity Helicopters
Kathleen	Plourde	Tourism Marketing Manager	CityPass
Kevin	Hilton	Director, Travel Industry Sales	The Fairmont San Francisco
Shoshana	Puccia	Tourism Marketing Consultant	J. Paul Getty Museum
Florence	Solal	Director of Sales	Go West Tours
Jeremy	Jacobson	Leisure Sales Manager North Lake Tahoe Resort Association	High Sierra Visitors Council
*Nanci	Sikes	Executive Director Tuolumne County Visitors Bureau/Yosemite North	High Sierra Visitors Council – 2 <sup>nd</sup> delegate
Sherry	Kellogg	General Manager	Hotel Carmel
Julie	Chavarria	Director of Travel Industry Sales	JC Resorts
Francine	Sheridan	Director-Europe	LA INC The Convention and Visitors Bureau and Los Angeles World Airports
*Wendy	King	Sales and Marketing Manager	LA INC The Convention and Visitors Bureau and Los Angeles World Airports
Jamie	Lokan	Sales Manager	Mammoth Lakes Visitors Bureau
Percy	Stevens	International Sales Manager	Mammoth Mountain Resort
Joe	Timko	Director of National Public Relations	San Diego Convention & Visitors Bureau
*Hampton	Brown		San Diego Convention & Visitors Bureau
Christophe	Ley	International Sales Manager	San Francisco Convention & Visitors Bureau
Lisa	Gosswell	Regional Marketing Manager	SeaWorld California
Helen	Tsui	Director of Travel Industry Sales	Sheraton Fisherman's Wharf
Rosemary	Nightingale	Director Visitor Services, Macy's	Shop California
Ken	Testani	Vice President of Marketing	SuperShuttle International
Jennifer	Jasper	Deputy Director, Communications	CTTC
Lynn	Carpenter	Deputy Director, Marketing	CTTC
Leona	Reed	International Media Relations Manager	CTTC
Glenda	Taylor	International Marketing Manager	CTTC

**2006 WORLD TRAVEL MARKET  
Registration Form**

**WORLD TRAVEL MARKET  
November 5-9, 2006**

Deposit: \_\_\_\_\_ Due August 5  
Full Payment: \_\_\_\_\_ Due September 5

**PLEASE CHECK YOUR PARTICIPATION LEVEL**

**Trade Show and VIP Tour Operator/Media Event** \_\_\_\_\_ \$4,500  
2<sup>nd</sup> delegate\* \_\_\_\_\_ \$1,250

**Trade Show Only** \_\_\_\_\_ \$3,500  
2<sup>nd</sup> delegate\* \_\_\_\_\_ \$750

**VIP Tour Operator/Media Event Only** (Movie Premiere/Luncheon) \_\_\_\_\_ \$1,500  
2<sup>nd</sup> delegate\* \_\_\_\_\_ \$750

\*2<sup>nd</sup> delegate must be a representative of the same company/organization - limit one.

**Payment and Deposit**

- A deposit of \$500 for reserved space is required with your registration form
- Final payment is due 60 days prior to date of trade show
- Failure to submit final payment on time will result in cancellation of reservation and forfeiture of deposit
- **Please make all checks payable to and mail to:**

**California Travel and Tourism Commission  
P.O. Box 1592  
Sacramento, CA 95812**

**Organization:** \_\_\_\_\_

**Primary Delegate:** \_\_\_\_\_

**Delegate Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Second Delegate:** \_\_\_\_\_

**Title:** \_\_\_\_\_

*I have read, understand and agree to the registration, cancellation and program policies:*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**PLEASE FAX FORM TO GLENDA AT 916.444.0410  
THANKS!**

*Registration Forms*  
*NTA, EXPO Vacaciones, ITB*

# 2006 NTA Wine & Cheese Reception Registration Form

## PLEASE CHECK YOUR PARTICIPATION LEVEL

Full Table Sponsorship \_\_\_\_\_ \$4,500

Half Table Sponsorship \_\_\_\_\_ \$2,500

Payment and Deposit:

Final payment is due 45 days prior to date of trade show- September 18, 2006

**Please make all checks payable to and mail to:**

California Travel and Tourism Commission  
Attn: NTA Reception  
P.O. Box 1592  
Sacramento, CA 95812

Organization: \_\_\_\_\_

Delegate: \_\_\_\_\_

Delegate Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

*Once registered, cancellation will be accepted 60 days or more prior to event. If you cancel within less than 60 days, and table(s) are not able to re-sold, you will be charged for price of the table that you reserved. Tables are on a first come, first served basis and any waiting list will be based on time stamp of return fax(s).*

*I have read, understand and agree to the registration, cancellation and program policies:*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE FAX FORM TO JASON PACHECO AT (916) 444 - 0410**

**THANKS!**

# EXPO VACACIONES 2007

## MEXICO

### Registration Form



Name of Company \_\_\_\_\_

Name of Delegate \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

#### 2007 SCHEDULE OF EVENTS

Tuesday, February 14th	*Booth Set Up *Welcome Reception
Wednesday, February 15th	*See America Media Day *Trade Show *Travel Agents Seminars
Thursday, February 16th	*Sponsored Breakfast (invitation only) * Appointments w/ wholesalers *Sponsored Luncheon (invitation only) <b>*CA sponsored Event</b>
Friday, February 17th	*Open for Sales Call *Travel Day

\*Schedule is subject to change

#### PLEASE CHECK YOUR CHOICE OF PARTICIPATION

\_\_\_\_\_ **\$850** includes:

- Shared booth space within the CA section at Expo Vacaciones
- Participation in the CA Cordial Cocktail Reception

\_\_\_\_\_ **\$350** includes:

- Participation in CA Cordial Cocktail Reception

\_\_\_\_\_ **\$250** includes:

- Brochure Distribution ONLY

**Registration must be received prior to October 31, 2006**

Note: Registration fee does not include airfare. Destination partners will be working on special airlines rates for delegates. Hotel rates are being negotiated for Expo Vacaciones participants.

Make check payable to:  
**California Travel and Tourism Commission**

Please mail check to:  
**California Travel and Tourism Commission**  
**Attn: Tracy Garrett**  
**P.O. Box 1592**  
**Sacramento, CA 95812**

**If you have any questions please contact:**

Jason Pacheco  
707.224.9007  
Fax: 916.444.0410  
e-mail: [jpacheco@cttc1.com](mailto:jpacheco@cttc1.com)  
or Glenda Taylor, CTTC  
[gtaylor@cttc1.com](mailto:gtaylor@cttc1.com)

**PLEASE FAX FORM TO 916.444.0410. THANKS!**

# California Tourism

## 2007 ITB Registration Form

**\*March 7-11, 2007 - Berlin, Germany**

\*Note that the show is open to trade only on Wednesday, March 7, through Friday, March 9 at noon. The last 2 ½ days the show is also open to consumers.

*Check all that apply:*

\_\_\_\_\_ **\$3,000 Single Delegate Fee**

\_\_\_\_\_ **\$50.00 Extra delegate fee**

\_\_\_\_\_ **Optional brochure distribution for consumers only**  
**(Additional weight to be charged at cost.)**

**Payment enclosed:** \_\_\_\_\_

### Payment and Deposit

- A deposit of \$500 for reserved space on each trade show is required with your registration form
- Final payment for each trade show is due 30 days prior to date of trade show
- Failure to submit final payment on time will result in cancellation of reservation and forfeiture of deposit
- **Please make all checks payable and mail to:**  
**California Travel and Tourism Commission**  
**P.O. Box 1592**  
**Sacramento, CA 95812**

### Cancellation Policy

- All cancellations must be in writing
- 90+ days prior to trade show: full refund
- 60 days prior to trade show: no refund on deposit
- 30 days prior to trade show: no refund on deposit or registration fee

**Organization:** \_\_\_\_\_

**Delegate Name:** \_\_\_\_\_

**Delegate Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

*I have read, understand and agree to the program policies as stated above.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Black Diamond*  
*New Representation for UK & Ireland*





## FOR IMMEDIATE RELEASE

### **A new wave of representation as California comes to London**

#### **California Travel and Tourism Commission (CTTC) open their new UK and Ireland travel trade representation and PR office in Covent Garden.**

As part of California's regular review of its international travel trade activities, the CTTC has appointed London-based specialist marketing company - Black Diamond - to represent it in the UK and Ireland.

The California international consortium consists of the C.T.T.C, Central Coast Tourism Council, Palm Springs Desert Resorts Convention and Visitors Authority, Sacramento Convention and Visitors Bureau, San Diego Convention and Visitors Bureau, San Francisco Convention and Visitors Bureau and Santa Monica Convention and Visitors Bureau.

To service this prestigious contract, Black Diamond has recruited a highly-experienced team of travel trade and PR professionals and has equipped a separate, self-contained office suite within its Covent Garden headquarters. This provides the CTTC with a permanent, dedicated office presence in central London and a base for its activities throughout the country. The new offices will be commissioned on 1st August 2006.

Jennifer Jasper, CTTC Deputy Director, says "We are delighted to have retained the representation services of Black Diamond. They have been involved with us over the last 5 years on a number of specific marketing and TV projects and have always brought with them a positive energy for promoting California. Their whole team are genuine California enthusiasts and are keen to share the huge variety of travel and tourism options our state can offer the international visitor. We know they are the perfect partners to help educate and communicate with the travel industry in UK and Ireland and we're confident their efforts will help increase our international visitations."

Guy Chambers, Managing Director of Black Diamond, comments "I am delighted we've been chosen and I'm certain that Black Diamond is ideally placed to service the California account.

We have taken a deliberate decision to concentrate our travel trade efforts on California alone. This is because we recognise that California's tourism product is incredibly diverse and as such, each element demands expert individual attention. We know that our single-client focus will bring benefits to the industry here too and we're extremely keen to get down to work.

California is one of the largest, most popular tourist destinations in the world and competition for the representation contract in the UK was extremely fierce. I'm therefore naturally very proud that we have secured this account. By coupling our new in-house expertise with the more mainstream marketing initiatives that Black Diamond already undertakes, I'm confident that California's message will reach a wider UK and Irish audience than ever before."

The Black Diamond group consists of state-of-the-art television production facilities, a specialist research agency, a DVD distribution division and a marketing agency with retained clients including Nissan, Columbia Sportswear, Hugo Boss and Ski Lake Tahoe.

In 2005, Black Diamond secured the UK travel trade representation accounts for North Lake Tahoe Resort Association, Lake Tahoe Visitor Authority, Mammoth Mountain and Mammoth Lakes CVB.

The company has also recently produced two commission-led TV series with California... "*California Golf*" and "*Taste of California*."

The UK & Ireland office will be responsible for the following activities:

- Travel trade representation.
- Press liaison and enquiries.
- Product training.
- Sales mission coordination.
- Trade and Consumer show coordination.
- Press and trade familiarisation trips.
- Travel promotions.
- Online consumer initiatives.
- Media planning, campaign management and direct mail projects.
- Maintaining image and video libraries.
- Event management and co-op marketing initiatives.
- Television and creative solutions.

**Contacts:**

Managing Director:	Guy Chambers	<a href="mailto:guy.chambers@californiatourism.co.uk">guy.chambers@californiatourism.co.uk</a>
Account Directors:	Nick Vine	<a href="mailto:nick.vine@californiatourism.co.uk">nick.vine@californiatourism.co.uk</a>
	John Martin	<a href="mailto:john.martin@californiatourism.co.uk">john.martin@californiatourism.co.uk</a>
Account Manager:	Andy Price	<a href="mailto:andy.price@californiatourism.co.uk">andy.price@californiatourism.co.uk</a>
PR Manager:	Russell Palmer	<a href="mailto:russell.palmer@californiatourism.co.uk">russell.palmer@californiatourism.co.uk</a>
Account Executive:	Carole Stanton	<a href="mailto:carole.stanton@californiatourism.co.uk">carole.stanton@californiatourism.co.uk</a>

**Address:**

California Travel & Tourism Commission (London)  
Bedford Chambers  
The Piazza  
Covent Garden  
London  
WC2E 8HA

**Website:**

<http://www.californiatourism.co.uk>

**Telephone:**

Main switchboard – please visit our website for telephone contact details.

**Email:**

Central email addresses [info@californiatourism.co.uk](mailto:info@californiatourism.co.uk)



## AN INTRODUCTION TO BLACK DIAMOND



Black Diamond was founded in 1993 and has a full-time staff of 27 with additional consultants and part-time staff contracted seasonally for specific projects.

Black Diamond is based in Covent Garden, Central London and the location is easily accessible and is well served by public transport. Our offices comprise over 4,000 square feet based on 2 floors looking over the world famous Covent Garden Piazza and now include the dedicated California office for the UK & Ireland.

Black Diamond is a company made up of three main divisions.

### 1) Black Diamond Television.

Black Diamond TV was originally set up as the distributor of videos and DVDs. This expanded in 1997 into the distribution and production of TV shows to UK networks and in 2000 Black Diamond started to produce and distribute TV shows for the world market. Currently Black Diamond TV produces over 200 hours of content per year and distributes sport, lifestyle and travel shows into over 50 countries worldwide.

Brendan Kelly, formerly of the BBC and then Universal heads this division with a strong production and distribution team reporting to him.

Black Diamond TV owns 6 Avid online TV production edit suites and one sound studio, all based within the Covent Garden headquarters.

For further details refer to [www.blackdiamond.tv](http://www.blackdiamond.tv)

### 2) Reid & Casement Footage Clearance and Research.

Reid and Casement has over 20 years experience of footage research and clearance and a global client base for feature film documentaries, pop videos and commercials to party political broadcasts.

Reid and Casement is a wholly owned division of Black Diamond and based within the Covent Garden headquarters.

For further information refer to [www.reidandcasement.co.uk](http://www.reidandcasement.co.uk)

### 3) Black Diamond Marketing Division\*,

Events, PR, Travel Trade Representation and Sponsorship.

\*This division contains the travel trade team and runs the California office.

Black Diamond Marketing provides its clients with innovative, flexible solutions and is a forward thinking agency with a strong creative influence. Black Diamond prides itself on aiming to exceed its client's expectations and has 7 key clients who have retained our services for over 5 years.

Black Diamond believes in the long-term, and values the longevity of any relationship.

Black Diamond is in a unique position with the travel trade as it provides offers a very strong, committed team that dedicates their travel trade representation and PR services to California on a "Single Client" basis.

Black Diamond also has the unique attributes of a strong set of below the line marketing credentials with blue chip clients including Nissan, Hugo Boss and Sony.

The integration of Black Diamond's divisions provides further scope for additional activities and opportunities that would not normally present themselves with a conventional representation agency.

The key elements to working with Black Diamond are as follows...





- Our professional and dedicated trade representation team that work solely for Californian destinations.
- We offer a dedicated, California branded, well-appointed office suite in Covent Garden offering CTTC a bespoke presence in the heart of London. Covent Garden station is just 200 yards from the front door and is on a direct tube line link with Heathrow airport.
- CTTC partners have access to the dedicated office at any time they are in the country..
- In-house facilities that offer the ability to create and execute projects quickly, efficiently and within budget.
- The ability to call upon the broad skills offered by personnel from other divisions within the company.
- Creative co-op campaigns with existing client base.
- A company that has a real willingness to challenge the status quo and never stops thinking of new ways to effectively market our clients.

Black Diamond's primary marketing activities are as follows:

- Promotions and CO-OP marketing initiatives.
- Media planning and campaign management.
- Maintaining image and video libraries.
- Facilitate image and video distribution by way of ftp sites.
- Maintain and create websites.
- Event management.
- CD and DVD marketing solutions.
- Film Festivals
- Direct mail campaigns.
- Market research and analysis.
- In-house creative division.
- In-house corporate and TV commercial production division.
- Travel trade representation office on a 'sole client' / dedicated office basis for California
- PR office for California.

### **Black Diamond client list.**

Black Diamond has a diverse set of clients. As of August 2006 these are as follows:

- Nissan
- Hugo Boss
- Corona
- SONY
- BBC
- Ski Lake Tahoe
- Mammoth Lakes CVB
- Mammoth Mountain
- North Lake Tahoe Resort Association
- Lake Tahoe Visitors Authority
- National Geographic Channel
- Black & Decker
- TBWA advertising agency
- The Independent Newspaper
- California Travel & Tourism Commission
- Columbia Clothing
- Online Travel Group - Worldski
- Virgin Holidays
- VUE cinemas
- United Airlines





## California Tourism UK & Ireland

### Division structure

California Team	Main Tel: +44 (207) 257 6180	Fax: +44 (207) 240 3589
• Guy Chambers	Managing Director	<a href="mailto:guy.chambers@californiatourism.co.uk">guy.chambers@californiatourism.co.uk</a>
• John Martin	Non-executive Director	<a href="mailto:john.martin@californiatourism.co.uk">john.martin@californiatourism.co.uk</a>
• Nick Vine	Non-executive Director	<a href="mailto:nick.vine@californiatourism.co.uk">nick.vine@californiatourism.co.uk</a>
• Andy Price	Travel Trade Manager	<a href="mailto:andy.price@californiatourism.co.uk">andy.price@californiatourism.co.uk</a>
• Carole Stanton	Travel Trade Executive	<a href="mailto:carole.stanton@californiatourism.co.uk">carole.stanton@californiatourism.co.uk</a>
• Russell Palmer	PR Manager	<a href="mailto:russell.palmer@californiatourism.co.uk">russell.palmer@californiatourism.co.uk</a>

Black Diamond (Support to California team and projects) Main: +44 (207) 240 4071

• Jim Odoire	Third Party Relationship Manager
• Craig Johnson	Creative Director
• Marzena Stretton	Finance Manager
• Stephanie Greenway	Office Manager
• Pete Doig	Production Suites & Video Library Manager
• James Pattullo	IT and Communications Manager

### CALIFORNIA TOURISM TEAM

#### Guy Chambers - Managing Director

Guy is the founder of Black Diamond and remains the driving force behind the growth and longevity of this dynamic company. Guy brings a unique skill set of creating marketing initiatives and solutions for a wide variety of clients.

Guy has developed a strong team within Black Diamond who reflect the enthusiasm and passion he has for the company.

Guy was instrumental in securing the services of California, starting with the ski industry, then golf, and more recently food and wine. Needless to say, Guy is a complete fan of California, traveling there for the past 10 years at least three times a year for business and pleasure.

Guy's role as MD means he is an active member of the California Team with overall and final responsibility to the CTTC.

#### John Martin – Non-executive Director

Securing the services of John Martin on an exclusive destination representation basis for the Black Diamond travel representation team is a coup. John is an extremely well respected travel professional within the UK sector. His presence as the non-executive director provides unique access to all key contacts within the UK travel industry as well as offering over 30 years of experience. He is a travel professional with a progressive career that has spanned general management, sales and marketing, customer liaison and presentation in the agency, incentive and leisure sectors of the travel industry. He has nearly unrivalled awareness of markets both in the UK and internationally and is an expert on selling the USA.





### **Nick Vine – Non-executive Director**

Nick is the UK Trade Director for Lake Tahoe and Mammoth. He is a highly experienced Account Director with over 25 years in corporate & incentive management and the travel industry. An outstanding proven track record of maximizing new opportunities in a highly competitive industry through his energy, dedication, creativity and capacity for making things happen.

Nick was recently involved in the production of 5 of the episodes of 'Taste of California'. These featured San Diego, Ventura, San Francisco, Los Angeles and Orange County. He is widely traveled in the United States – most particularly in California. Nick is a Fellow of the Institute of Travel and Tourism.

Nick is a non-executive director, but is based full-time within the CA UK office and is actively involved with the overall California team.

### **Andy Price – Travel Trade Manager**

Andy provides a wealth of travel trade representation experience and knowledge of the UK & Irish markets having worked in the USA sector of the travel industry for 15 years. Previous roles have included Leisure Sales account manager for Continental Airlines, Account Manager for the Orlando Tourism Bureau in the UK as well as a number of smaller clients in a portfolio of Florida Attractions Collection, Choice Hotel Group and New York Attractions. His experience and contacts in the industry are invaluable as his previous roles all involved account managing the key US tour operators, agency chains and airlines.

He is a reliable, loyal and friendly person with a strong desire and focus to achieve both personal and company goals. He has a thorough knowledge of all of the United States and has traveled to California for pleasure and work having already hosted fam trips and events in the state previously.

Andy has day to day responsibility within the office for running the account. His primary roles are conducting sales calls, hosting training and familiarization events, sourcing and creating opportunities and maintaining close communications between the trade and the California partners.

### **Carole Stanton – Travel Trade Executive**

Carole is an experienced travel professional having worked in the travel industry for over 10 years in a variety of roles encompassing both the leisure and corporate travel markets. Carole has sold the USA extensively as a specialist for a retail travel agency, as sales manager for an independent worldwide travel specialist and for American Express in the corporate travel market. She has traveled all over the world and in particular the USA. Her enthusiasm and knowledge of California and how California is sold within the UK market is invaluable to the team.

Carole has responsibility for the day to day California office functions, handling Trade and PR enquiries, managing the projects, setting up functions and events and supporting both the travel trade manager and pr manager.

### **Russell Palmer – PR manager**

Russell Palmer possesses unparalleled experience in Travel & Tourism Public Relations, and Black Diamond were privileged to have secured his services for this account team. He has a proven ability in completing many varied and high profile media campaigns. Russell is a patient reliable team member accustomed to a fast paced and pressurized deadline environment. He has also spent nearly two years living and traveling in California, and therefore possesses a strong knowledge of the state.

His experience of running the PR department of Switzerland Tourism in London for over 20 years and his wealth of PR and press contacts greatly benefit the California PR initiative in the UK.

Russell has overall responsibility for the PR with everyday support from the California office.





## **BLACK DIAMOND SUPPORT**

### **Jim Odoire – Third party relationship Manager**

Jim Odoire joined Black Diamond in 1995 and is Black Diamond's special projects director for events, 3rd party partnerships and sponsorships.

Jim has traveled throughout California on over 20 occasions and has been managing the marketing of the Californian ski resorts in the UK for the last 7 years. Jim has also been actively involved with the Golf California and Taste of California projects as well as the IMAX and Warren Miller film festivals and tours.

### **Craig Johnson – Creative Director**

Craig is the BD creative director and has been with the company for over 12 years. Craig has been instrumental in creating brand identities, brochures, books, DVD's, POS material and stand design.

He has worked on design projects for over 100 clients as diverse as Raymond Weil to Ski Lake Tahoe and CTTC.

Craig has a personal passion for California traveling on vacation once a year to the state. He brings a wealth of design knowledge and a passion for travel within California.

### **Marzena Stretton – Finance Manager**

Marzena has been with Black Diamond for over 5 years and produces the financial statements on a monthly basis for all the divisions within Black Diamond.

Marzena has worked closely with the accounts department at CTTC on all projects undertaken by Black Diamond including California Golf, Adventures in Wild California IMAX presentations and most recently the Taste of California TV series.

### **Stephanie Greenway – Office Manager**

Stephanie runs the Black diamond office as well as providing personal assistant duties to Guy Chambers.

Stephanie has been with Black Diamond for 4 years and is highly efficient and precise with all aspects of her job.

She has also recently been assisting on the research and pre-production of the Taste of California TV series

### **Pete Doig – Production & Video Library Manager**

Peter is head of Black Diamond production facilities. He is responsible, with a team of 7 people to store, log and produce any footage requests on any format to anywhere in the world.

Black Diamond have accumulated a substantial library of Californian footage from TV shows produced in-house and from b-roll supplied by a wide variety of destinations and resorts in California.

Peter is able to deal with requests immediately and to provide the client with the relevant footage on any format including streaming for web access and mobile phone use.

### **James Pattullo – IT and Communications Manager**

James has been with Black Diamond for over 7 years and provides an in-house ability to deal with and create internet solutions and initiatives in addition to web design and management.

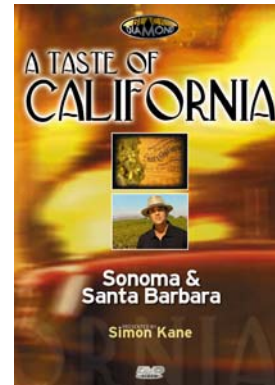
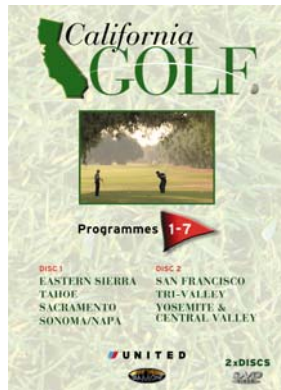




## Other California marketing activities.

Black Diamond have also produced two TV series for California, 18 episodes of 'The Taste of California' for the Travel Channel and soon to be shown on the wine network reaching an audience of 100s of millions and a 'California Golf' series on behalf of the CDFA.

A deal has just been completed with Questar to distribute DVD box sets of Taste of California throughout its huge distribution network in the US, Canada & Network. (see separate sheet).



[www.tasteofcalifornia.tv](http://www.tasteofcalifornia.tv)

Black Diamond also run the UK wide Warren Miller Film Tour each year for Lake Tahoe and manage the California pre-World Travel Market VIP film premiere event each year in a leading west-end cinema.







### **UK & Ireland office**

California Tourism  
Bedford Chambers  
The Piazza  
Covent Garden  
London  
WC2E 8HA

California Telephone: +44 (0)207 257 6180  
Fax: + 44 (0) 207 240 3589

#### Personel:

Andy Price  
Travel Trade Manager

[andy.price@californiatourism.co.uk](mailto:andy.price@californiatourism.co.uk)

Carole Stanton  
Travel Trade Executive

[carole.stanton@californiatourism.co.uk](mailto:carole.stanton@californiatourism.co.uk)

Nick Vine  
Travel Trade Director

[nick.vine@californiatourism.co.uk](mailto:nick.vine@californiatourism.co.uk)

Guy Chambers  
Managing Director

[guy.chambers@californiatourism.co.uk](mailto:guy.chambers@californiatourism.co.uk)

John Martin  
Account Director / Consultant

[john.martin@californiatourism.co.uk](mailto:john.martin@californiatourism.co.uk)

Russell Palmer  
PR Manager

[russell.palmer@californiatourism.co.uk](mailto:russell.palmer@californiatourism.co.uk)

Jim Odoire  
Marketing Consultant

[jim.odoire@californiatourism.co.uk](mailto:jim.odoire@californiatourism.co.uk)

Website: [www.californiatourism.co.uk](http://www.californiatourism.co.uk) (currently holding page)

TO BE USED WITH IMMEDIATELY – PLEASE REPLACE ANY PREVIOUS NUMBERS & EMAILS AND SHARE THESE NEW DETAILS WITH ANY RELEVANT COLLEAGUES AND CONTACTS.

# *Taste of California Update*



## BLACK DIAMOND

Bedford Chambers  
The Piazza, Covent Garden  
London WC2E 8HA

### TASTE OF CALIFORNIA - Update

6 October 2006

The series is currently airing on the **Travel Channel** – the only pan-European TV channel dedicated to the world of travel, broadcasting 18 hours a day in 11 languages to over 95 countries over Europe, Middle East and Africa. The network features in the Top Ten TV stations of multi-channel homes across Europe, and has been airing the series since late 2005. The latest 5 new episodes – *LA, San Diego, Costa Mesa, Ventura and SFO* - are now completed in edit and due to air before the end of this year.

Following a recent deal with the US cable and satellite **Wine Network**, the series will be brought to an initial audience reach of 40 million. Wine Network is the world's first and only television channel dedicated to the theme of Wine, the lifestyle of wine lovers, and related subjects such as Beer & Spirits, Cigars, Food, Travel, Fashion, Health, Art & Culture, Entertainment, and more; providing entertaining programming to a global audience via cable and satellite. Wine Network, Inc. is headquartered in San Francisco, California.

The channel is on air 24 hours a day, 7 days per week throughout the UK, Bosnia, Bulgaria, Cyprus, Estonia, Germany, Hungary, Malta, Portugal, Russia, Slovenia, Switzerland, the Netherlands, Philippines, Australia and USA. Further upcoming launches of the channel are currently taking place on additional platforms in the USA, Asia and Europe, so the potential audience will be extensive.

Bringing the series to another media outlet, a deal has been agreed with **Questar Inc. USA**. The Taste of California series will be released in spring '07 as a 3 x DVD box set (likewise for California Golf) throughout the USA, Canada & Mexico.

This distribution deal will cover the following markets: Retail and internet wholesalers, direct marketing, catalogue companies, VOD, in-flight, cruise lines, education, public libraries, museums, hospitals, and government agencies.

The Questar name is well known throughout U.S. with distribution in over 25,000 retail outlets, and in over 400 major direct marketing companies.

Retail-wise, Questar Inc. distribute in:

- Borders;
- Barnes & Noble;
- Walmart;
- Sam's;
- Costco;
- Amazon.

More importantly, Questar Inc. is known as a special interest distributor, not necessarily theatrical. They already distribute programming from the Discovery Channel, A&E, History Channel, PBS Nature, and are also a major distributor of American Public Television (APT) video programs. Their distribution covers all genres of programming, such as family, travel, TV specials, comedy, films, National Parks, history, Reader's Digest, Inspirational, and Educational.



### **Looking forward**

The series is also constantly being presented to other channels and media worldwide and at present, programme buyers from the following TV stations are reviewing the show:

- Baltijos TV, Lithuania
- Channel Four, Finland
- Euro TV (distributor), France
- Discovery Travel, USA
- I-Cable Entertainment Ltd, Hong Kong
- Icelandic National Broadcasting
- Spektrum TV, Central Europe
- T & T (distributor), Italy
- UBC, Thailand
- YLE, Finland

Following the World Airline Entertainment Association (WAEA) in-flight entertainment market back in June, these airlines/in-flight entertainment networks are also pre-screening the series:

- AAV Pax Ent
- Atlas Air
- Continental Airlines
- Delta Airlines
- Etihad Airways
- In-flight Entertainment – First Choice/Thomas Cook
- In-flight Productions
- KLM
- Spafax – British Airways, SAS, Singapore Airlines, Qatar Airways. Thai Airways
- Thomson Fly
- Transero
- United Airlines
- US Airways

These potential clients are followed up regularly, and with TV markets such as next week's MIPCOM in France, there will be the opportunity to bring the Taste of California to the attention of numerous new buyers.

### **Schedules and Air Dates**

**Travel Channel** is currently running the series on a continuous rolling schedule. Full details will follow shortly.

Air dates for **Wine Network** have been slated for October '06, but this may slip to November '06 as their programming schedules are currently busy. Again, as soon as the channel confirms scheduling, we will let you know.

*‘See USA with United’  
Asian Road Show*

**‘See USA with United’ Asian Road-show  
13 – 23 October 2006  
Singapore, Hong Kong, Shanghai, Beijing & Taipei**

Dear industry partners,

Introduction & Objectives

United Airlines in Asia is organizing the 'See USA with United' travel trade road-show in 5 Asian cities to promote tourism and travel to the United States. The road-show will cover Singapore, Hong Kong, Shanghai, Beijing and Taipei from 13 October to 23 October 2006. It targets mostly travel trade and media, with consumer and student markets promotions on selected cities.

United Pacific South offices (responsible for sales and marketing of all Asia Pacific countries except Japan and Korea) would like to have your organization's participation and be a cooperative partner in this event.

United is currently the world's largest transpacific airline, with more than 20 years of sales and marketing experience in the Asia Pacific region. United operates more than 220 flights a week to/from or within the region - including services to Bangkok, Beijing, Ho Chi Minh City, Hong Kong, Melbourne, Nagoya, Osaka, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo.

Recently United has announced further service expansions in the region, with the only daily non-stop services from Tokyo to Washington Dulles as of October 2006, with convenience connections from Singapore, Hong Kong, Taipei, Bangkok and Seoul. The 3 weekly additional Hong Kong – San Francisco services as of April 2007 will bring Hong Kong services to 41 flights per week. The re-launch of the daily non-stop Taipei - San Francisco services as of April 2007 will also provide Taiwan with 21 flights a week.

By May 2007, United will have added more than 40 services per week with wide-body aircraft (Boeing 747 and 777) in the Asia Pacific region within a period of 36 months (June 2004 – May 2007), demonstrating our commitment to the fastest growing economy and travel market in the world. With more than 220 weekly flights from 13 Asia Pacific cities, United will re-affirmed our position as the largest capacity provider for travel from Asia Pacific countries to USA, through our hubs in San Francisco, Chicago O'Hare, Washington Dulles, Denver and Los Angeles to more than 210 domestic USA destinations. (See Appendix 1 – United services in Asia Pacific)

### Key Promotional Events

- Market briefings and discussions in the 5 Asian cities conduct by United's local management and US government overseas mission officials in the road-show hotel venues.
- Consumer and travel trade media sessions in the 5 Asian cities. Cooperative partners will have opportunities to conduct individual media interviews in the hotel function venues.
- Travel trade expositions in the 5 Asian cities. Each cooperative partner will have a table in the hotel function venues to showcase their destinations to the travel agency community of the cities.
- US education fairs in Hong Kong, Shanghai and Beijing. Cooperative partners will have the opportunities to promote the destinations and distribute promotional material. Partners can have the option to be presented at the 'See USA with United' booth and meet students interested to attend universities in the States. United is also participated in the US education fairs in Bangkok and Ho Chi Minh City, where United will distribute material on behalf of participating cooperative partners.

### Road-show Schedule

Location	Date	Time	Functions
Singapore	13 Oct. 06 (Fri)	9:30AM-11:00AM	Market brief breakfast session <ul style="list-style-type: none"> <li>- Singapore US embassy officials</li> <li>- Singapore UA management</li> <li>- Singapore US trade bodies (TBA)</li> </ul>
		2:30PM-3:30PM  4:00PM-7:00PM	Trade and consumer media session <ul style="list-style-type: none"> <li>- Singapore local consumer media</li> <li>- Asia regional travel trade media</li> </ul> Travel agency expo session <ul style="list-style-type: none"> <li>- 30-50 Singapore tour operators, corporate travel management companies and travel agencies.</li> </ul>
Hong Kong	14 Oct. 06 (Sat.)		
	15 Oct. 06 (Sun)	1:00PM-4:00PM	US Higher Education Fair <ul style="list-style-type: none"> <li>- Estimate 80 US educational institutions with an estimate of 1,200 students looking for US university programs, mostly undergraduate degrees.</li> </ul>
	16 Oct. 06 (Mon)	9:30AM-11:00AM	Market brief breakfast session <ul style="list-style-type: none"> <li>- Hong Kong US consulate officials</li> </ul>

			<ul style="list-style-type: none"> <li>- Guangzhou US consulate officials (TBA)</li> <li>- Hong Kong UA management</li> <li>- Guangzhou UA management</li> <li>- Hong Kong US trade bodies (TBA)</li> </ul>
		2:30PM-3:30PM	Trade and consumer media session <ul style="list-style-type: none"> <li>- Hong Kong local consumer media</li> <li>- Guangzhou, Guangdong and Southern China consumer media (TBA)</li> <li>- Asia regional travel trade media</li> </ul>
		4:00PM-7:00PM	Travel agency expo session <ul style="list-style-type: none"> <li>- 40-60 Hong Kong tour operators, corporate travel management companies and travel agencies.</li> <li>- Est. 10 Guangzhou and Southern China travel agencies.</li> </ul>
Shanghai	17 Oct. 06 (Tue)	6:00PM-9:00PM	US Higher Education Fair <ul style="list-style-type: none"> <li>- Estimate 60 US educational institutions with an estimate of 1,000 students looking for US university programs, mostly graduate degrees.</li> </ul>
	18 Oct. 06 (Wed)	9:30AM-11:00AM	Market brief breakfast session <ul style="list-style-type: none"> <li>- Shanghai US consulate officials</li> <li>- Shanghai UA management</li> <li>- Shanghai US trade bodies (TBA)</li> </ul>
		2:30PM-3:30PM	Consumer media session <ul style="list-style-type: none"> <li>- Shanghai and Eastern China consumer media</li> </ul>
		4:00PM-7:00PM	Travel agency expo session <ul style="list-style-type: none"> <li>- 30-40 Shanghai and Eastern China tour operators, corporate travel management companies and travel agencies.</li> </ul>
Beijing	19 Oct. 06 (Thu)	6:00PM-9:00PM	US Higher Education Fair <ul style="list-style-type: none"> <li>- Estimate 30 US educational institutions with an estimate of 1,000 students looking for US university programs, mostly graduate degrees.</li> </ul>
	20 Oct. 06 (Fri)	9:30AM-11:00AM	Market brief breakfast session <ul style="list-style-type: none"> <li>- Beijing US embassy officials</li> <li>- Beijing UA management</li> <li>- Beijing US trade bodies (TBA)</li> </ul>
		2:30PM-3:30PM	Trade and consumer media session <ul style="list-style-type: none"> <li>- National, Beijing and Eastern China consumer media</li> <li>- National travel trade media</li> </ul>
		4:00PM-7:00PM	Travel agency expo session



			- 30-40 Beijing and Northern China tour operators, corporate travel management companies and travel agencies.
	21 Oct. 06 (Sat)		
Taipei	22 Oct. 06 (Sun)		
	23 Oct. 06 (Mon)	9:30AM-11:00AM	Market brief breakfast session <ul style="list-style-type: none"> <li>- AIT (American Institute in Taiwan) government officials in Taipei</li> <li>- Taipei UA management</li> <li>- Taipei US trade bodies (TBA)</li> </ul>
		2:30PM-3:30PM	Trade and consumer media session <ul style="list-style-type: none"> <li>- Taipei and Taiwan consumer media</li> <li>- Taiwan travel trade media</li> </ul>
		4:00PM-7:00PM	Travel agency expo session <ul style="list-style-type: none"> <li>- 30-40 Taipei and Taiwan tour operators, corporate travel management companies and travel agencies.</li> </ul>

### Other Cities' Education Fairs Schedule

Location	Date	Time	Functions
Bangkok	07 Oct. 06 (Sat.)	12:30PM-5:00PM	US Higher Education Fair <ul style="list-style-type: none"> <li>- Estimate 60 US educational institutions with an estimate of 1,000 students looking for US university programs, both undergraduate and graduate degrees.</li> </ul>
Ho Chi Minh City	11 Oct. 06 (Wed)	2:00PM-6:00PM	US Higher Education Fair <ul style="list-style-type: none"> <li>- Estimate 30 US educational institutions with an estimate of 2,500 students looking for US university programs, mostly undergraduate degrees.</li> </ul>

### Cooperation Details

- This is the first time that United Pacific (South) offices are coordinating such events. We are inviting only US Regional Tourism Offices, State Tourism Offices and Conventions & Visitors Bureaux (or their representatives) as cooperative partners.
- We would like to have each organization or entity to send at least 1 representative to participate in the whole event.

15 August 2006

- Each STO, RTO and CVB are request to contribute USD4,000 for the whole event and will be entitled to have 1 table in each show. United will be responsible to select and hire the venues, organize all the invitations and coordinate the operations of the events.
  - United will take care of the breakfast sessions in the market briefings at stated in the schedule, all other meals are the responsibilities of the cooperative partners.
  - United will negotiate with hotels for special rates in all cities, while cooperative partners will settle their accommodation individually.
  - Airfare, transfer, tax, visa fee, etc. will also be the responsibilities of individual cooperative partners.
- To facilitate the smooth running of the events, United will be solely responsible to the selection of cooperative partners, assignment and allocation of partners' locations in the shows and events.

I would be much appreciated if you can advise your interest and confirm your participation by 26 August 2006, so that I can proceed with organization and arrangements.

With our collective efforts, I hope we can accelerate the growth of visitors from the Asia Pacific region to the United States of America.

Feel free to contact me if you have any queries. Meanwhile, await your positive response.

Best regards  
Wyn

*Wyn Li  
Regional Marketing Manager – Pacific (South)  
United Airlines*

*2901 Gloucester Tower, The Landmark,  
11 Pedder Street,  
Hong Kong*

*Tel.: (852) 2842-3661  
Fax.: (852) 2522-1810  
Email. [wyn.li@united.com](mailto:wyn.li@united.com)*

## Appendix

United Airlines Weekly Direct Services Plan in Asia Pacific by May 2007  
(For reference only, actual routings are subjected to final schedule planning.)

### From Asia Pacific to USA

Sydney – San Francisco	Daily
Melbourne – Sydney – Los Angeles	Daily
Beijing – Chicago O'Hare	Daily
Beijing – San Francisco	Daily
Shanghai – Chicago O'Hare	Daily
Shanghai – San Francisco	Daily
Ho Chi Minh City – Hong Kong – San Francisco	Daily
Hong Kong – San Francisco	+ 3 weekly
Hong Kong – Tokyo Narita – San Francisco	Daily
Hong Kong – Chicago O'Hare	+3 weekly
Singapore – Hong Kong – Chicago O'Hare	Daily
Singapore – Tokyo Narita – Los Angeles	Daily
Taipei – San Francisco	Daily
Taipei – Tokyo Narita – Washington Dulles	Daily
Taipei – Nagoya – San Francisco	Daily
Bangkok - Tokyo Narita – Chicago O'Hare	Daily
Seoul Incheon – San Francisco	Daily
Seoul Incheon – Tokyo Narita – Chicago O'Hare	Daily
Tokyo Narita – San Francisco	Daily
Tokyo Narita – Honolulu	Daily
Tokyo Narita – Seattle	Daily
Osaka Kansai – Chicago O'Hare	Daily
Osaka Kansai – San Francisco	Daily
Osaka Kansai – Honolulu	Daily

### From USA to Asia Pacific

San Francisco – Sydney	Daily
San Francisco – Beijing	Daily
San Francisco – Shanghai	Daily
San Francisco – Hong Kong – Ho Chi Minh City	Daily
San Francisco – Hong Kong	+ 3 weekly
San Francisco – Tokyo Narita – Hong Kong	Daily
San Francisco – Taipei	Daily
San Francisco – Nagoya – Taipei	Daily
San Francisco – Seoul Incheon	Daily
San Francisco – Tokyo Narita	Daily
San Francisco – Osaka Kansai	Daily
Chicago O'Hare – Beijing	Daily
Chicago O'Hare – Shanghai	Daily
Chicago O'Hare – Hong Kong	+3 weekly
Chicago O'Hare – Hong Kong – Singapore	Daily
Chicago O'Hare – Tokyo Narita – Bangkok	Daily
Chicago O'Hare – Tokyo Narita – Seoul Incheon	Daily
Chicago O'Hare – Osaka Kansai	Daily
Washington Dulles – Tokyo Narita – Taipei	Daily
Los Angeles – Sydney – Melbourne	Daily
Los Angeles – Tokyo Narita – Singapore	Daily
Honolulu – Tokyo Narita	Daily
Honolulu – Osaka Kansai	Daily
Seattle – Tokyo Narita	Daily

*JATA*

## ***JATA/ World Tourism Congress and Travel Fair 2006 – Activity Outline***

- The largest travel trade show in Japan, JATA-World Tourism Congress and Travel Fair 2006 took place at Tokyo Big Sight between the 22<sup>nd</sup> and 24<sup>th</sup> of September.
- ADK (Asatsu DK) was responsible for the design and operation of the CNMI booth.
- MVA Japan's staff attended the event to run the MVA counter within the CNMI booth, as well as to assist with various operation of the booth.
- The number of visitors to this year's event were as follows:



	Sep. 22 <sup>nd</sup> (Fri)	Sep. 23 <sup>rd</sup> (Sat)	Sep. 24 <sup>th</sup> (Sun)	Total
<b>Travel Trade and Media</b>	19,985	9,728	8,785	38,048
<b>General Consumers</b>	0	23,706	31,131	68,193
<b>Total</b>	<b>19,985</b>	<b>46,340</b>	<b>39,916</b>	<b><u>106,241</u></b>

- The total number of visitors to this year's event (106,241) surpassed last year's figure of 104,204.
- The theme of this year's show was "Branding in Tourism", and accommodated more than 924 exhibition booths from 131 countries and regions.
- Partly thanks to a good location, the MVA booth attracted a significant number of visitors. The Number of people participating in the stamp rally was somewhat lower than expected;

<i>September 22<sup>nd</sup></i>	697
<i>September 23<sup>rd</sup></i>	2,470
<i>September 24<sup>th</sup></i>	2,281

### **Marianas Workshop (September 22<sup>nd</sup>)**

- MVA Japan made necessary arrangements for the JSTA Marianas travel workshop, held at Ariake Washington Hotel, on September 22<sup>nd</sup>, during JATA/WTF.
- The event consisted from presentations from the MVA and airlines and a free-flow workshop with representatives from local vendors.
- MVA Japan coordinated the invitation process with JSTA members, made venue arrangements, and delivered a 20-minute PowerPoint presentation on future marketing plans as well as infrastructure plans within the Marianas.



A total of 87 major travel agents and 22 media representatives participated in the event, whereas a total of 38 vendors attended.

<b>JATA Public Relations Initiatives</b>
--

**Joint Promotion with NTT Docomo**

- MVA Japan coordinated a special joint promotion with NTT Docomo, the largest cell-phone provider in Japan at JATA/World Travel Fair, as the first step in joint promotions to promote their new service in Micronesia to be launched once they purchase the phone service company based in Guam.
- MVA Japan arranged special performances by the CNMI's local dancers at NTT Docomo's booth stage, which took place 4 times over two days.
- MVA Japan will keep in close communication with NTT Docomo to seek further joint promotion opportunities in conjunction with their new service in the Micronesia.

**Marianas Workshop**

- MVA Japan extended invitations to key travel trade media for the Marianas Workshop 2006, and secured 27 attendees from 18 different media for the workshop
- At the workshop, MVA Japan arranged one-on-one interviews for Mr. Sakai, the Chairman of JSTA, with Mr. Takahara from *Travel Journal*, the leading travel trade magazine, for 45 minutes.
- Prior to the interview, MVA Japan prepared the anticipated questions for Mr. Sakai.